

Message Text

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64
ACTION EUR-12

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R 231445Z SEP 75
FM AMEMBASSY BUCHAREST
TO SECSTATE WASHDC 4715
INFO USIA WASHDC
USDOC WASHDC
AMEMBASSY VIENNA
AMEMBASSY MOSCOW
AMEMBASSY BELGRADE

UNCLAS BUCHAREST 4789

DEPART PASS AGRICULTURE

STATE FOR EUR/EE
USIA FOR IEU-SHIRLEY: ICS/EOW
USDOC FOR BEWT
VIENNA FOR REX
MOSCOW FOR P&C
BELGRADE FOR AGRICULTURAL ATTACHE

E.O. 11652: N/A
TAGS: SCUL, RO
SUBJ: EXHIBITS

REF: (A) USIA 21272 NOTAL; (B) BUCHAREST 2532;
(C) BARNES-DAVIS TELECON OF SEPTEMBER 18

1. HAVE HAD A CHANCE OVER WEEKEND TO TALK OVER THE IMPLICATIONS OF JOCK SHIRLEY'S SEPTEMBER 3 LETTER IN THE EMBASSY AS WELL AS WITH ICS'S BILL DAVIS BY PHONE AND BEWT DEPUTY DIRECTOR ED STROH HERE IN BUCHAREST. WE HAVE ALSO HAD EXCHANGE WITH BUCHAREST FAIR DIRECTORY.

2. AS MENTIONED IN REFTEL (B), AND AS I HAD DISCUSSED AT BOTH USIA AND COMMERCE IN MID-JUNE, MY PREFERENCE IS TO ALTERNATE UNCLASSIFIED

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THE TYPES OF EXHIBITS WE SHOW HERE BETWEEN "IMAGE" AND

"SCIENTIFIC-TECHNICAL". THESE ARE ADMITTEDLY ROUGH LABELS BUT THE BASIC IDEA IS TO TAKE ADVANTAGE OF THE BUCHAREST BIENNIAL TRADE FAIR TO FOCUS ON THE MORE COMMERCIALLY RELEVANT THEMES IN EVEN YEARS AND THE MORE GENERAL CULTURAL/ IMAGE THEMES IN ODD YEARS. BEYOND THAT I FEEL IT IMPORTANT IN THE CONTEXT OF THE WAY AMERICAN-ROMANIAN RELATIONS ARE DEVELOPING TO STRESS THOSE PROBLEM AREAS WHICH ARE COMMON TO BOTH OUR SOCIETIES. IT IS FOR THESE VARIOUS REASONS THAT WE HAVE PROPOSED AN AGRICULTURAL THEME FOR THE 1976 FAIR. OUR PROPOSAL TAKES INTO ACCOUNT FACT THAT PRIVATE AMERICAN SHOW ORGANIZER IS STAGING SOLO EXHIBIT (AMERO 77) DEVOTED TO WIDE RANGE OF HEAVY INDUSTRY FIELDS IN MAY 1977.

3. FOR REASONS SPELLED OUT IN A VARIETY OF MESSAGES, I STILL BELIEVE WE SHOULD THINK IN TERMS OF A JOINT USIA-COMMERCE EFFORT FOR THE 1976 FAIR. GIVEN THE FAIR'S OVERWHELMINGLY COMMERCIAL FOCUS, THE THEME SHOULD BE ONE WITH COMMERCIAL POTENTIAL FOR THE U.S. OUR SEPARATE DISCUSSIONS WITH BILL DAVIS AND ED STROH INDICATE THEY ARE IN GENERAL ACCORD WITH THESE VIEWS AND WITH THE THEME WE HAVE SUGGESTED. ESSENTIALLY, WE BELIEVE IT WOULD BE BEST TO HAVE USIA PRODUCE AN ATTRACTIVE CORE EXHIBIT FOR BUCHAREST FALL 76 FAIR INCORPORATING ELEMENTS FROM AGRICULTURE USA(WE UNDERSTAND THE SILO IS AVAILABLE), SATELLITES (THE LAND AND WEATHER SATELLITE DEMONSTRATIONS FROM EXHIBIT JUST SHOWN IN BELGRADE), AND PERHAPS SOME OF THIS YEAR'S PLOVDIV FOOD PROCESSING AND PACKAGING SHOW. THE IDEA WOULD BE TO DEMONSTRATE AMERICAN AGRICULTURAL TECHNOLOGY, FROM SEED PLANTING TO FOOD PROCESSING TO SATELLITE OBSERVATION. COMMERCE WOULD THEN BRING IN EXHIBITORS FROM VARIOUS FIELDS (FOOD PROCESSING AND PACKAGING, IRRIGATION, FARM MACHINERY) TO COMPLETE THE SHOW. AT BILL DAVIS'S SUGGESTION, WE WOULD PLAN TO HAVE A COMMERCE OFFICIAL AS DIRECTOR OF THE BUCHAREST SHOWING OF THE EXHIBIT. THEN, PROVIDING THE USIA CORE IS DESIGNED SO THAT, WITH SLIGHT MODIFICATIONS, IT CAN STAND ON ITS OWN, WE WOULD HOPE TO BREAK IT OFF AND TOUR IT THROUGH THE PROVINCES UNDER OUR CULTURAL EXCHANGES AGREEMENT. FOR THESE PROVINCIAL SHOWINGS, SOMEONE FROM USIA WOULD OF COURSE SERVE AS DIRECTOR. WE WOULD HOPE THAT FOR EACH OF THE PROVINCIAL SHOWINGS, USIA AND THE DEPARTMENT OF AGRICULTURE WITH THE ASSISTANCE OF THE AGRICULTURAL ATTACHE UNCLASSIFIED

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COULD THEN COOPERATE TO FIND AGRICULTURAL SPECIALISTS TO GIVE SEMINARS ON TOPICS RELEVANT TO THE AREAS WHERE THE SHOW WILL BE HELD.

4. IF THE AGRICULTURAL EXHIBIT DID TOUR THE PROVINCES FOLLOWING ITS BUCHAREST SHOWING, WE WOULD THEN HOPE TO SHOW "TECHNOLOGY OF THE AMERICA

"HT

E"#AS AN "IMAGE" EXHIBIT IN 1977

IN BUCHAREST AND THE PROVINCES. WE WOULD URGE "TAH'S" OPENING
IN BUCHAREST IN THIS CENARIO TO TAKE PLACE IN CONJUNCTION WITH
THE BUCHAREST SPRING FAIR SCHEDULED FOR THE SPRING OF 1977.
THIS FAIR IS SLATED TO HAVE A MORE LIGHT-INDUSTRY, CONSUMER
ORIENTATION. WE WOULD NOT EXPECT A COMMERCE INPUT HOWEVER
BECAUSE OF THE LOW SALES POTENTIAL.

5. IF FOR SOME REASON THE AGRICULTURAL EXHIBIT WERE SHOWN
ONLY IN BUCHAREST, THEN WE WOULD HOPE TO BRING IN "TAH" IN THE
WINTER OF 1976-77 TO BE EXHIBITED IN BUCHAREST AND THE PROV-
INCES UNDER THE CULTURAL EXCHANGES AGREEMENT.

6. WE WILL SPELL OUT IN SEPARATE TELGRAM DJWA#RE MARKET
POTENTIAL. WE WILL ALSO BE
DISCUSSING THIS SUBJECT WITH USIA DESK OFFICER SADLIK. MORE
DETAILED LETTER TO SHIRLEY ALSO EN ROUTE.

7. FOR MOSCOW: PLEASE PASS FOLLOWING MESSAGE TO DAVIS: STROH
ASKS THAT YOU CONTACT HIS ASAP WHEN YOU RETURN TO WASHINGTON
TO DISCUSS ABOVE PROPOSALS.

BARNES

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